IN THE CLAIMS

Please amend the claims as follows:

1. (Currently Amended)   A method of enabling disintermediation in a business model, said method comprising the steps of:

electronically embedding extra information related to the business model in content;

5   distributing the content with the embedded information via a third party to a rendering device;

electronically rendering the content with the embedded information thereby forming an output signal;

receiving the output signal;

10   electronically extracting the embedded information from the received output signal; and

processing the extracted embedded information in the course of the business model.

2. (Previously Submitted) The method as claimed in claim 1, wherein the extra information is related to an e-commerce application.

3. (Previously Submitted) The method as claimed in claim 2, wherein said receiving step uses a receiver arranged for participating in the e-commerce application.

4.   (Previously Submitted)   The method as claimed in claim 1, wherein said embedding step comprises embedding the extra information in the content using a watermark.

5.   (Previously Submitted)   The method as claimed in claim 1, wherein the output signal is in the acoustical domain.

6.   (Previously Submitted)   The method as claimed in claim 1, wherein said receiving step is performed by a mobile phone.

7.   (Currently Amended)   An arrangement for enabling disintermediation in a business model, said arrangement comprising:

a content source for providing content;

means for _electronically_ embedding extra information

5   related to the business model in said content;

a distributor for distributing the content with the embedded information;

a rendering device for picking up the content with the embedded information and for _electronically_ rendering an output

10   signal corresponding to said content with the embedded information;

a receiver for receiving said output signal, and for _electronically_ extracting and processing the embedded information in the course of the business model.

8.   (Currently Amended)   A receiver for use in the arrangement
of claim 7, said receiver comprising:

   receiving means for receiving a signal having embedded
extra information related to a business model;

5   decoding means for electronically extracting the embedded
extra information from the signal; and

          processing means for electronically processing the
embedded information in the course of the business model.

9.   (Previously Submitted)   The receiver as claimed in claim 8,
wherein said receiver further comprises:

          means for transmitting at least a portion of the signal to
a supporting server; and

5   means for receiving from the supporting server the extra
information that was embedded in the portion of the signal.

10.   (Previously Submitted) A computer program product comprising
instructions for a processor, wherein said processor, when
executing said instruction, is capable of receiving a signal
comprising extra information related to a business model,
5 extracting the extra information from the signal, and processing
the embedded information in the course of the business model.